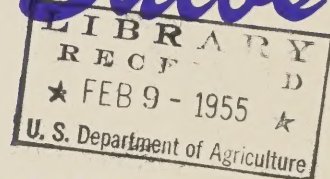


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1954 - 1955  
WHOLESALE PRICES

# Flower Bulbs



Gladiolus Caladiums  
Amaryllis Dahlias

AND OTHER MOST POPULAR  
BULBS, ROOTS & TUBERS

Beautiful Picture Packages  
and in Bulk



**ALEXANDER P. THOMAS BULB FARMS**

GROWERS • IMPORTERS • EXPORTERS

P. O. BOX 187

COCOA, FLORIDA, U. S. A.

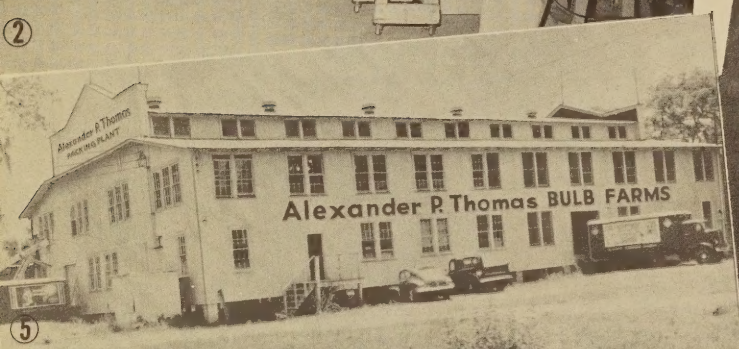


# Well Qualified to Serve You . . . .

Extensive, modern-equipped farms in North Carolina and Florida, producing several hundreds of acres of bulbs each season; our direct contacts with other most dependable growers, both foreign and domestic; ample storage and packing plant facilities; and up-to-the-minute ideas in packaging and merchandising—these are your assurance for quality, service, and greater profit opportunities in dealing with us.

**ALEXANDER P. THOMAS BULB FARMS**

*Harry L. White, Jr.* MGR.



1. Corner of labelling and assembly room. 2. Section of bulk packing department. 3. One of our bulb sizing machines. 4. Bulb packaging operation showing wrapping machine and conveyor. 5. Large curing and cold storage plant. 6. Cultivating field of Gladiolus, our Rockledge farm.



Premium Quality Flower Bulbs

Date \_\_\_\_\_

Street Address.....

City or Town..... State.....

Nearest Express Office \_\_\_\_\_ State \_\_\_\_\_

Ship Via: Parcel Post ☐; Express ☐; Truck ☐; Best and Cheapest ☐.

Ship On or About..... Check or M.O. enclosed \$.....

(Date)

(Remittance with order, deduct 3%)

Ship C.O.D. for Balance ☐; Charge ☐.

If new account and charge, give bank references:

[illegible]

TOTAL

ALL STOCKS TRAVEL AT RISK OF PURCHASER. Stocks are carefully packed and we hold good order receipts from the carrier agent. If shipment arrives in poor condition, it should be accepted "in bad order" and claim should be brought against the carrier for damage.

We take pride in shipping only such stock as should perform to entire satisfaction. However, we give no warranty, expressed or implied, as to purity, description, quality, productiveness or any other matter of any bulbs, roots and tubers we send out, and we will not be in any way responsible for the crop. In no case will our liability exceed the amount of the purchase price. If the purchaser does not accept the goods on these terms they must be RETURNED WITHIN THREE DAYS AFTER RECEIPT. Prices are subject to change without notice. Orders are accepted subject to prior sale and cancellation in case of crop failure and other conditions beyond our control.

**ALEXANDER P. THOMAS BULB FARMS**





# How to Profit by the Big, Popular Demand for **Gladiolus Bulbs**

Beauty queen of garden flowers, the Gladiolus tops all spring planted bulbs in popularity. It is so easy to grow and the results are so spectacular and rewarding. We specialize in Gladiolus bulbs, shipping bulbs in bulk as well as in attractive "impulse sale" picture packages.

## *Thomas' **DELUXE PAK*** *Most Beautiful and Fastest Selling Gladiolus Bulb Package on the Market*

Top quality, large bulbs, attractively packaged — these factors make our Deluxe Pak a fast selling profit-maker wherever it is displayed. The beautiful reproduction of Gladiolus in full natural colors, lithographed on three sides of the cartons, produces an eye-appealing package that sells on sight. It is a quality package yet popular-priced to appeal to the mass market. And note the big profit margin!



*A sure-fire prospect for Thomas  
DeLuxe Pak!*



### TWO PAKS — BOTH EXCELLENT SELLERS

Deluxe Paks	Bulbs per Carton	Bulb Size Diameter	Cartons Per Case	Approx. Wt. Per Case
Jumbo 12s	12	1 3/4"-2 1/4"	24	30-35 lbs.
First Size 15s	15	1 1/2"-1 3/4"	24	30-35 lbs.

Prices: F.O.B. Cocoa, Florida

Price per Case (24 Cartons) .....\$10.00

Cost per Carton .....41 2/3¢

Suggested Selling .....75¢

MINIMUM ORDER: ONE CASE  
DELIVERY: YEAR ROUND

Packed all rainbow mix unless otherwise specified as this is the most popular seller; however, we will ship cases made up in assortments of the following colors, to your specifications: red, pink, yellow, lavender, white and rainbow mix.

### Shipping Cartons Make Effective Display

The Deluxe Pak cartons are shipped in attractive 3-color shipping containers; when stacked about four cases high, with the top case cut away as instructed, these cases make an effective island display in the store.



SEE COVER FOR COLOR REPRODUCTION OF  
THIS CARTON

Carton measures 8" tall, 3 1/2" wide, 2 3/4" deep. The gladiolus reproduction in full natural colors is lithographed on heavy, coated carton stock. Windows in carton provide ample ventilation to the bulbs. Contents imprinted on top of carton; complete planting directions printed on back.



# Premium Quality **GLADIOLUS BULBS**

## OUR DOMESTIC STOCK

*Grown on Our Farms in the Mountains of  
North Carolina and in Sunny Florida*

Shipments of our domestic-grown Gladiolus bulbs can be made the year 'round from stock of proved varieties. Between our North Carolina and Florida farms our growing cycle extends through the entire year. Bulk

shipments are packed in sturdy shipping containers to assure arrival in good condition. Effective promotional materials are furnished free of extra cost.

### PRICES F.O.B. COCOA, FLORIDA

SIZES	DIAMETER	PRICE PER 1000	APPROX. SHIPPING WT. PER 1000
JUMBOS	2" up	\$30.00	120-140 lbs.
NO. 1s	1½"-2"	25.00	80-100 lbs.
NO. 2s	1¼"-1½"	20.00	40- 50 lbs.

**MINIMUM ORDER:** 1000 bulbs (250 or multiples of 250 per variety). Quotations on large quantities on request. In smaller quantities for counter sales, see assortments offered in our S-U-S Cases Pages 6 & 7.

**SHIPPING DATES:** We can make bulk shipments of Gladiolus bulbs the year round. Generally, Gladiolus bulbs are planted commencing early in the spring and successively throughout the spring and early summer. In the deep South bulbs are placed on sale commencing immediately after Christmas; elsewhere sales commence later, about 30 days prior to earliest spring planting dates. In Florida, South Texas, and the Gulf Coast, Gladiolus bulbs can be stocked for sale and planting in summer and early fall for fall and winter blooms. Flowers bloom 60 to 80 days from planting date and can withstand cold but not hard freezes.

**PACKING:** In sturdy shipping containers, gross weight 30-35 lbs. per case, color varieties carefully labelled.

## COLOR VARIETIES

Below is a partial list of varieties most generally available from us. To avoid shipping delays, allowances should be made in case of "out of stock"; substitutions of varieties in colors ordered will be made if necessary, unless instructions to the contrary are received.

SNOW PRINCESS, white  
MARGARET FULTON, pink  
WHITE GOLD, deep cream  
BEACON, red, yellow throat  
YELLOW HERALD, yellow  
MEMORIAL DAY, purple  
MARGARET BEATON, white, red throat  
MINUET, lavender  
PICARDY, salmon pink

MODERN TIMES, wine red  
GOLD DUST, yellow  
PINK RADIANCE, pure pink  
ELIZABETH THE QUEEN, lavender  
ETHEL CAVE COVE, light pink  
JUNE BELLS, white  
SPOTLIGHT, yellow, red throat  
VALERIA, soft scarlet  
ROSA VAN LIMA, rose pink

### COLOR CARDS FURNISHED

for each variety ordered. See next page for other free promotional materials.



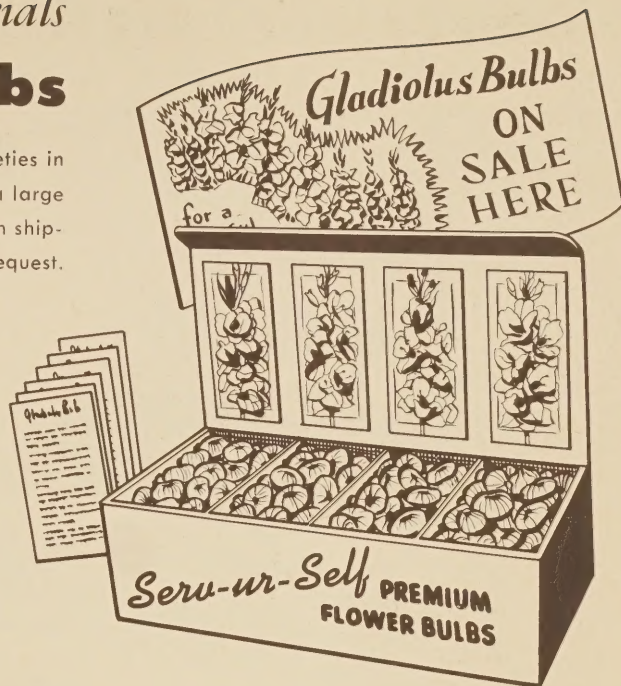
# Our Free Promotional Materials Help You Sell Bulbs

Attractive Gladiolus color cards identifying the color varieties in their full natural colors, planting direction circulars, and a large attention-getting window streamer, are furnished with each shipment of Gladiolus bulbs. Newspaper mats available on request.

## Your Silent Salesman

With each initial shipment of 1000 or more of our domestic Gladiolus bulbs, we send a counter display box. This is a convenient and most effective way to display your bulbs. Takes little space but really sells! Display case is shipped empty, bulbs packed separately.

See Pages 6 and 7 for Gladiolus Bulbs in Standard Serv-ur-Self Assortments.



IMPORTED FROM HOLLAND

## Special Assortment of Gladiolus Bulbs

*Shipped in Ready-Made Display Box*



In answer to the requests for a wide color assortment in Gladiolus bulbs imported direct from Holland, we have had our Holland suppliers design this special pack which consists of 1000 Top Size bulbs, 100 each of ten color varieties. All charges such as duty, packing, insurance, sea freight, etc. are included in our price to you.

F.O.B. Cocoa, Florida.....\$30.00

These are the top size bulbs from Holland, 14 cm up, about 1 3/4"-2" diameter. Assortment is shipped exactly as received from Holland, in a crate with each variety in a separate compartment, all ready to put on display. A set of ten large (7"x 14") color cards is sent with each shipment.

Approximate shipping weight: 100 lbs. Available from stock in Cocoa, Florida, from December 1 to about March 15.

Collection will consist of 100 each of ten varieties as listed below, or comparable varieties in the same colors:

JOHAN VAN KONYNENBURG, garnet red; GENERAL EISENHOWER, begonia rose; HAN VAN MEEGEREN, canary yellow; LAVENDER DREAM, silvery violet; MRS. MARK'S MEMORY, dark magenta; LEEUWENHORST, lavender-pink; MODERN TIMES, crimson purple; MANSOER, velvety blood red; ROSA VAN LIMA, deep pink; JUNE BELLS, pure white.



# Convenient, Profitable Way to Sell



## Flower Bulbs

### *Serv - ur - Self* **BULB DISPLAYS**

*No Trays, Bins, Baskets or  
other Accessories Required*

Just Open the Attractive Display Cases upon Arrival and You Have a Ready-Made Bulb Department, All Set to Do a Profitable Business

Here is a way to cash in on the popularity of flower bulbs, requiring a minimum of your time and very little floor space. We pack the most popular-selling flower bulbs in our Serv-ur-Self Display Cases, complete with color pictures. All you need to do is open the cases upon arrival and you have a most effective self-selling bulb display that will produce quick profits for you. The case measures 26" wide x 12" deep x 7" high, and is finished in a pleasing shade of green. Our high quality bulbs, beautifully displayed in S-U-S cases, with identifying full-color pictures, actually sell themselves. Order any number of cases and assortments you want—one case or many cases—depending upon the size bulb department you wish to set up. Note the liberal profit margin which each and every assortment offers you. Make your selection and order your requirements today.

**4** MOST POPULAR  
FAST - SELLING  
SPRING PLANTED BULBS

*Shipped in Our  
S-U-S ASSORTMENTS*

**Gladiolus  
Fancy - Leaved  
Caladiums, Dahlias  
and Cannas**



Fall-Planted Bulbs also Shipped in S-U-S Cases: Imported Tulips, Hyacinths, Narcissus, Dutch Iris. Send for our Fall Bulb Price List.

*Order by Catalog Numbers. See  
Contents and Prices on Opposite  
Page. ORDER NOW* ➡➡➡



# EACH S-U-S ASSORTMENT AS LISTED BELOW IS PACKED IN ITS OWN DISPLAY CASE COMPLETE WITH COLOR PICTURES

CATALOG NUMBER	CONTENTS OF S-U-S CASE	SHIPPING DATES	SUGGESTED RETAIL PRICES	RETAIL VALUE PER CASE	YOUR PRICE PER CASE
<b>GLADIOLUS</b>					
G-10	600 GLADIOLUS BULBS, No. 1 (1 1/2"-2" diameter) Four popular color varieties, 150 each	AUG-JUNE	5¢ per bulb	\$30.00	\$15.00
G-15	600 GLADIOLUS BULBS, No. 1 (1 1/2"-2" diameter) Four color varieties, different from those in G-10 above, 150 each	AUG-JUNE	5¢ per bulb	30.00	15.00
G-20	800 GLADIOLUS BULBS NO. 2 (1 1/4"-1 1/2" diameter) Four popular color varieties, 200 each	AUG-JUNE	45¢ per doz.	30.00	15.00
G-25	800 GLADIOLUS BULBS NO. 2 (1 1/4"-1 1/2" diameter) Four color varieties different from those in G-20 above, 200 each	AUG-JUNE	45¢ per doz.	30.00	15.00
<b>FANCY-LEAVED CALADIUMS</b>					
C-50	8 dozen (96) CALADIUM BULBS, SELECT No. 1s (2"-2 1/2" diameter) Six leading color varieties, double quantities in red and white.	DEC-MAY	40¢ each	38.40	20.00
C-60	12 dozen (144) CALADIUM BULBS, No. 1s (1 1/2"-2" Diameter). Six leading color varieties, double quantities in red and white.	DEC-MAY	30¢ each	43.20	21.50
<b>DAHLIAS</b>					
D-32	8 dozen (96) Select A - No. 1 DAHLIA DIVISIONS; 12 each of 8 leading DECORATIVES, named varieties.	DEC-MAY	35¢ each	33.60	17.50
D-34	8 dozen (96) Select A - No. 1 DAHLIA DIVISIONS; 12 each of 8 leading CACTUS types, named varieties.	DEC-MAY	45¢ each	43.20	22.50
D-42	8 dozen (96) Select A - No. 1 DAHLIA DIVISIONS; 12 each of 8 leading POMPOM types, named varieties.	DEC-MAY	30¢ each	28.80	15.00
D-44	8 dozen (96) Select A - No. 1 DAHLIA DIVISIONS; 12 each of 4 leading DECORATIVES, 12 each of 2 leading CACTUS, 12 each of 2 leading POMPONS, all named varieties.	DEC-MAY	D. @ 35¢ ea. C. @ 45¢ ea. P. @ 30¢ ea.	34.80	18.00
<b>CANNAS</b>					
K-70	200 Large, Select CANNAS DIVISIONS; 50 each of four named varieties, most popular colors: bright red, large pink, solid yellow, variegated.	DEC-MAY	2 for 25¢	25.00	13.50

*Send For Special Price List On Fall Bulbs In S-U-S Assortments*



# Popular, Fast Selling FLOWER BULBS

Beautifully packaged in  
**CELLOPHANE BAGS**

with Full-Color Pictures

Costs **12 1/2¢** Sells **For 25¢**

GLADIOLUS



CALADIUMS



DAHLIAS



EASTER LILY



*Seven Flower Bulbs  
that sell on sight!*



CALLA LILY

PAPERWHITE  
NARCISSUS



PACKING: 100 packages to the case, solid cases of each item or assortments as ordered. Note: for mixed assortment cases, be sure to order items available for shipment at the same time. See shipping dates below.

**PRICE: per case - 100 packages - F.O.B. Cocoa, Florida, \$12.50.**

MINIMUM ORDER: One case.

## FOR FALL SALES

	Bulbs Per Pkg.	Bulb Size	Approx. Wt. per Case	Shipping Dates
AMARYLLIS, Meade Hybrid, Mixed	1	2 - 2 1/4" Diam.	20 lbs.	Oct.-Mar.
CALLA, white	1	1 1/4 - 1 1/2" Diam.	15 lbs.	Aug.-Dec.
EASTER LILY	1	6-7" Circ.	15 lbs.	Aug.-Dec.
PAPERWHITE NARCISSUS	2	14-16 cm Circ.	20 lbs.	Aug.-Jan.

NOTE: Gladiolus (see below) available year round. In Florida, South Texas and Gulf Coast area Gladiolus can be sold and planted late summer and early fall as well as spring.

## FOR SPRING SALES

	Bulbs Per Pkg.	Bulb Size	Approx. Wt. per Case	Shipping Dates
AMARYLLIS	1	2 - 2 1/4" Diam.	20 lbs.	Oct.-Mar.
CALADIUMS, Fancy Leaved, Asst.	1	1 1/2" Diam.	15 lbs.	Dec.-May
DAHLIAS, Large Decorative, Asst. Colors	1	No. 1 Div.	15 lbs.	Dec.-May
GLADIOLUS, Rainbow Mix	4	1 3/4" - 2" Diam.	20 lbs.	All Year
GLADIOLUS, Rainbow Mix	5	1 1/2" Diam.	20 lbs.	All Year
GLADIOLUS, Rainbow Mix	6	1 1/4 - 1 1/2" Diam.	20 lbs.	All Year



AMARYLLIS





MINIMUM  
ORDER:  
ONE CASE

PACKING: 50 packages to the case, solid cases of each item or assortments as ordered. Note: for mixed assortment cases, be sure to order items available for shipment at the same time. See shipping dates below.

**PRICE: per case - 50 packages - F.O.B. Cocoa, Florida, \$12.50.**

# Peek-a-Pak

## PACKAGED FLOWER BULBS

*a Real Money Maker*

Costs **25¢**

Sells For **49¢**

### 5 TOP SELLING FLOWER BULBS

#### GLADIOLUS

A sparkling, colorful window package with eye and sales appeal. Priced for the mass market. Big profit margin. Carton measures 3 1/4" wide, 6" high, 2 1/2" deep. Completely overwrapped in printed cellophane with flower reproductions in full natural colors.

#### DAHLIAS



#### CALADIUMS



#### AMARYLLIS



#### PAPERWHITE NARCISSUS



### FOR FALL SALES

	Bulbs per Pkg.	Bulb Size	Approx. Wt. Per Case	Shipping Dates
AMARYLLIS, Meade Hybrid, Mixed	2	2" - 2 1/4" Diam.	25 lbs.	Oct. Mar.
PAPERWHITE NARCISSUS	4	14-16 cm. circ.	25 lbs.	Aug.-Jan.

**NOTE:** Gladiolus (see below) available year round. In Florida, South Texas and Gulf Coast area Gladiolus can be sold and planted late summer and early fall as well as spring.

### FOR SPRING SALES

	Bulbs per Pkg.	Bulb Size	Approx. Wt. Per Case	Shipping Dates
AMARYLLIS, Meade Hybrid, Mixed	2	2" - 2 1/4" Diam.	25 lbs.	Oct.-Mar.
CALADIUMS, Fancy Leaved, Asst.	2	1 1/2" Diam.	15 lbs.	Dec.-May
DAHLIAS, Large Decorative, Asst. Colors	2	No. 1 Div.	20 lbs.	Dec.-May
GLADIOLUS, Rainbow Mix	8	1 3/4" - 2" Diam.	25 lbs.	All Year
GLADIOLUS, Rainbow Mix	10	1 1/2" Diam.	25 lbs.	All Year
GLADIOLUS, Rainbow Mix	15	1 1/4" Diam.	25 lbs.	All Year



# *Growing in Popularity in Leaps and Bounds*

## **Fancy Leaved Caladiums**

### *Good Profit Makers for Bulb Sales or as Pot Plants*



Although old-time garden favorites in some localities, Fancy-Leaved Caladiums only recently have commenced to gain the widespread popularity they so richly deserve. We know of no other garden or pot-plant that provides so much and such long-lasting beauty and satisfaction as gay colored and fascinating Fancy-Leaved Caladiums. A bed or border of these beautiful foliage plants rival in brilliance a planting of colorful tulips, yet their beauty lasts from spring until frost and in semi-tropical climate they have lasted as late as December and January. Now available in a wide range of spectacular varieties in silvery whites, brilliant reds, transparent rose and innumerable variegations, it is little wonder that interest and demand for Fancy-Leaved Caladiums has increased so rapidly in recent years. We believe that there is a great future for this most versatile foliage plant.

### **CALADIUM CULTURE**

The Fancy-Leaved Caladium is a tuberous-rooted herb, at home in tropical forests as found in South America. It naturally grows best in warm temperatures, 90 degrees F. or more and will not perform satisfactorily below 70 degrees. For outdoor planting, the dormant tubers should be set out, when frost danger is past, about 2 in. deep and about 10 in. apart, in a semi-shaded location. Too much sun will burn the delicate varieties and too dense a shade will prevent full coloration. The soil should be rich, light and well drained. Ideal would be a mixture of 25% old rotted cow manure, 20% peat moss, 20% sand and 35% good loam. Leaf mold may be added for better results. Water sparingly at first to prevent rotting, then water freely when leaves appear but never let the soil become water-logged so as to seal out air cir-

culatation. Caladiums can be started early indoors in flats or pots, one tuber to a 3 or 4 in. pot or several tubers in larger pots. When 3 or 4 leaves have developed, transplant outdoors or repot adding heavier soil. Indoors or out, Caladiums are heavy feeders; they need plenty of food and moisture, in loose, friable soil.

#### **CARE OF TUBERS**

Caladium tubers (or bulbs, as they are called) are sensitive to cold. They should never be kept in cold storage. If your bulbs arrive during cold weather, it is imperative that they be removed from the carton and packing material and spread thinly in trays in a warm location with good air circulation. This handling is desirable at all times.

## **Caladiums Are Beautiful in So Many Ways – Indoors and Outdoors**

#### **AS POT PLANTS**



**IN WINDOW BOXES**

#### **IN GARDEN BORDERS**



#### **RANDOM PLANTINGS BETWEEN SHRUBS**





# Place Your Order for Caladiums Early from our Wide Selection of Varieties

We have one of the most complete selections of varieties available, the standard favorites as well as many newer varieties. Early ordering assures you the best selection. Listed below are the varieties which we have available in

ample stock. Unless your order specifies **NO SUBSTITUTIONS**, if we are sold out of a variety we will substitute the best and closest to the variety ordered, to save you time and disappointment.

## PRICES F.O.B. FLORIDA FARM

### NAMED VARIETIES

Sizes (Diameter)	Per 100	Per 1000
Mammoths (3 1/2" up) .....	\$37.50	\$360.00
Jumbos (2 1/2" to 3 1/2") .....	27.50	260.00
*No. 1s (1 1/2" to 2 1/2") .....	18.00	170.00
No. 2s (1" to 1 1/2") .....	10.00	95.00

### MIXED COLORS

Sizes (Diameter)	Per 100	Per 1000
Mammoths (3 1/2" up) .....	\$35.00	\$330.00
Jumbos (2 1/2" to 3 1/2") .....	25.00	235.00
*No. 1s (1 1/2" to 2 1/2") .....	16.00	150.00
No. 2s (1" to 1 1/2") .....	8.00	75.00

\*No. 1 size recommended generally for counter sales.

## DELIVERY: December to May

Our new crop is available for shipment early in December and usually until May. If your order is placed in January or February we can hold stock for shipment during the summer months and early fall for Christmas plants.

**MINIMUM ORDER:** 100 bulbs, 25 or multiples of 25 per variety. 250 or more bulbs priced at the 1000 rate.

**COLOR CHART FURNISHED FREE.** With every bulk shipment we furnish a beautiful color chart, size 17" x 22", which pictures in full natural colors and describes the most popular Caladium varieties.

## VARIETIES AND DESCRIPTIONS

See Pages 12 and 13 for Some Color Reproductions

**CANDIDUM.** The leading white; compact growth.

**CRIMSON WAVE.** Vigorous, large-leaved variety; crimson with dark green border; transparent.

**DR. D. M. COOK.** Very dark, mossy green with plain red center; crumpled leaf.

**DR. GROOVER.** A good pink, low growing heavy leafer. Very colorful. Recommended for potting.

**EDITH MEADE.** Low growing, leafy variety with large white center, red midribs, green border.

**FANNIE MUNSON.** Low growing, with large beautiful pink leaves.

**ITACAPUS.** A leading red; medium heavy leafer; low growing and vigorous.

**JESSIE THAYER.** Vigorous growing red; good pot plant variety.

**JOHN PEED.** A very fine and popular red variety.

**LORD DERBY.** Transparent rose, with dark ribs; low growing.

**MACAHYBA.** Bronze with green and red rays, large pink and white splotches.

**MISS CHICAGO.** Leaves almost solid pink with few light green areas; heavy leafing low grower; good pot plant.

**MRS. ARNO NERHLING.** A heavy leafed, low grower; white with pink veins.

**MRS. F. SANDERS.** Large round leaves, deep rose on dark green; good outside.

**MRS. W. B. HALDERMAN.** Medium tall, bushy; light red with narrow green border.

**PINK CLOUD.** Good grower; crumpled leaf, shaded pink; mottled.

**POECILE ANGLAIS.** Heavy leafing, low growing red; medium leaf; popular.

**RECONCAVO.** Medium tall; center deep red with dark red veins.

**RED ENSIGN.** Bright metallic red with green margin; low growing.

**RED FLARE.** Low growing leafy variety that produces an outstanding pot.

**RISING SUN.** Tall growing with outstanding color. Good for outdoors.

**SCARLET PIMPERNELLE.** Scarlet with yellow-green margin; vigorous low growing; becoming very popular.

**SOROCOBA.** Transparent silvery white; nearest to Candidum but with suffusion of delicate pink over white.

**THOMAS TOMLINSON.** Unusually showy, low growing variety, brilliant red, narrow green margin.

**TRIUMPH DE L' EXPOSITION.** Large bright crimson with scarlet ribs on green.

*For Counter Sales We Recommend*  
**CALADIUM BULBS in Our Serv-ur-Self DISPLAY CASES**  
*Standard Assortment of Most Popular Varieties. See Pages 6 and 7.*

*Also See Picture Packages of Caladium Bulbs Elsewhere in This Catalog*





CRIMSON WAVE



TRIOMPHE DE L'EXPOSITION



ITACAPUS



EDITH MEADE



LORD DERBY



DR. GROOVER



SOROCOBA



RECONCAVO



SCARLET PIMPERNELLE





JOHN PEED



PINK CLOUD



THOMAS TOMLINSON

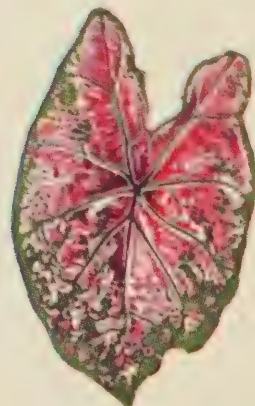


CANDIDUM

## *Fancy-Leaved* **CALADIUMS**

The popularity of these fascinating and spectacular foliage plants has grown rapidly in recent years. Now available in a wide selection of interesting color patterns that provide breath-taking beauty in the garden or indoors for several months. The demand for Fancy-Leaved Caladiums is bound to increase as more and more flower and plant lovers discover this most versatile bulb plant.

For florist and greenhouse culture, and for counter sales to home gardeners, we offer one of the most complete selections available—proved old favorites and the later varieties. We offer Fancy-Leaved Caladium bulbs in bulk and in attractive picture packages for resale. Order your requirements early and profit on the demand for this popular seller.



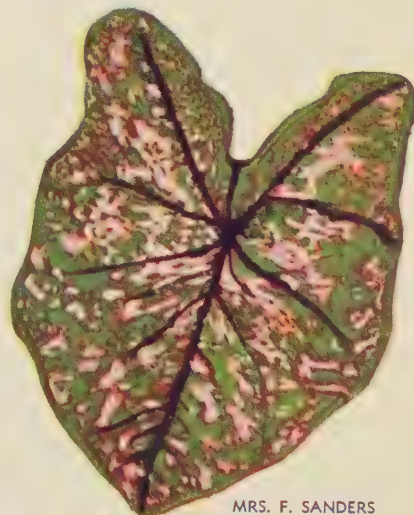
MRS. W. B. HALDERMAN



MACAHYBA



RED ENSIGN



MRS. F. SANDERS

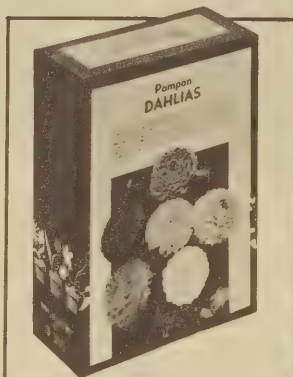


# Beautiful "Blue Ribbon"

## PICTURE PACKAGED BULBS

Our "Blue Ribbon" package provides a complete line of the most popular bulbs and tubers, and gives you sales and profit opportunities through all seasons. The carton is printed in four colors, richly designed for eye and sales appeal. It measures 7 1/4" high, 5 1/4" wide, 2 1/2" deep. Each item is identified by a separate full color label with planting directions.

**PACKING:** 48 cartons per case, shipped in full case lots only—either all one item or an assortment of items, of your selection, which are available for shipment at the same time. If you wish, merely order "Blue Ribbon" Spring or Fall Bulb Assortment and we will ship our best selling assortment.



Each Bulb Item Has Its Own Full Color Label With Planting Directions Pasted on Front of Carton.



Price Per Case of 48 Cartons ..... \$28.80

Cost Per Carton ..... 60¢

Suggested Selling Price \$1.00 to \$1.25

BULBS FOR SPRING SALES	CONTENTS PER CARTON	BULB SIZE	SHIPPING DATES
AMARYLLIS, Meade Hybrids, Mixed	3 Bulbs	2 1/4"-2 1/2"	Oct.-Mar.
BEGONIAS, TUBEROUS-ROOTED, Mixed colors	5 Bulbs*	1 1/2"-2"	Jan. -April
CALADIUMS, FANCY-LEAVED, Mixed	5 Bulbs*	1 1/2"	Jan.-May
CALLAS, Pink	4 Bulbs*	1 1/4"-1 1/2"	Dec.-Feb.
CALLAS, Yellow	4 Bulbs*	1 3/4"-2"	Dec. Mar.
DAHLIAS, Large Decorative: Red, White, Pink, Yellow, Lavender, Bronze and Mixed	4 Divisions	No. 1	Jan. -June
DAHLIAS, Pompons, Mixed	4 Divisions	No. 1	Jan. -June
GLADIOLUS (LARGE SIZE) Note: Gladiolus are labelled by varieties or rainbow mix; five colors: Red, White, Pink, Yellow, Lavender	25 Bulbs	1 1/4"-1 1/2"	Aug.-June
GLADIOLUS (TOP SIZE)	18 Bulbs	1 1/2" up	Aug.-June
GLORIOSA ROTHSCILDIANA, Orange-Scarlet Climbing Lily	1 Tuber*	5"	Aug.-June
TUBEROSES, Double Pearl	12 Tubers	2"-4" circ.	Dec.-May
BULBS FOR FALL SALES			
AMARYLLIS, Meade Hybrids, Mixed	3 Bulbs	2 1/4"-2 1/2"	Oct.-Mar.
CALLAS, White	5 Bulbs	1 1/4"-1 1/2"	Aug.-Dec.
DAFFODILS, Imported King Alfred	8 Bulbs	DN & Rounds	Sept.-Dec.
DUTCH IRIS, Imported Mixed	50 Bulbs	6-7cm	Oct.-Jan.
HYACINTHS, Imported, Mixed	6 Bulbs	Lge. Bedding	Sept.-Dec.
LILY, LONGIFLORUM, Easter Lily	4 Bulbs*	6"-8"	Aug.-Jan.
LYCORIS, SQUAMIGERA, Pink "Magic Lily of the Orient"	4 Bulbs	Large	Sept.-Jan.
NARCISSUS, PAPERWHITE	10 Bulbs	14-16cm	Aug.-Jan.
NARCISSUS, Imported Small Cup, Mix	10 Bulbs	DN & Rounds	Sept.-Dec.
TULIPS, DARWIN, Imported: Red, Yellow, Pink, White, Purple & Mix	12 Bulbs	Top Size	Sept.-Dec.

\* Bulbs are packed in proper medium, such as peat moss, vermiculite, etc. as required.



# "Glad Garden Supreme"

**DELIVERY: Year 'Round**

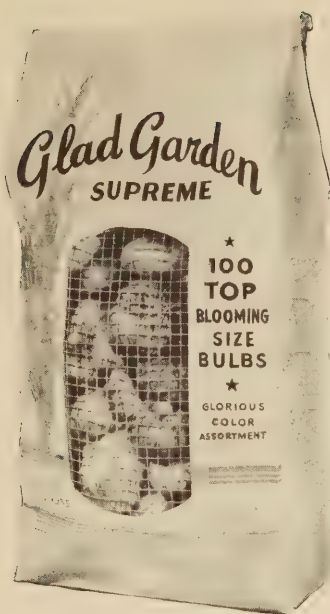
Promotes larger, more profitable sales; the "Glad Garden Supreme" contains one hundred (100) select, first-size bulbs in a patented Vent-Vu bag which permits inspection of bulbs and ample ventilation. A real rainbow color mixture of proved varieties. The sturdy multiwall bag is attractively printed in two colors.

**100 No. 1 Bulbs (1½" diameter) per Bag**

Price per Case (6 Bags).....	\$15.00
Cost per Bag.....	2.50
Suggested Selling Price per Bag.....	4.00

Minimum Order: One Case

Shipping Wt. per Case, Approx. 50 lbs.



## The ECONOMY PAK

**DELIVERY: Year 'Round**

A popular-priced, eye-appealing package. This carton, in beautiful three-tone printing, measures 6" high, 4½" wide, 1¾" deep. Unique window design permits view of bulbs and ample ventilation. Full color picture labels identify contents; planting directions printed on back. Plump, healthy, large-size bulbs are packed in this carton.

**One Dozen No. 1 Bulbs (1½" diameter) per Carton,  
48 Cartons per Case**

**Colors: red, pink, yellow, lavender, white, rainbow mix**

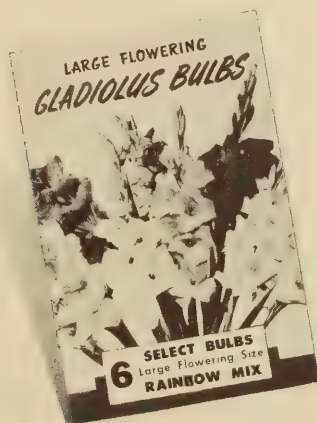
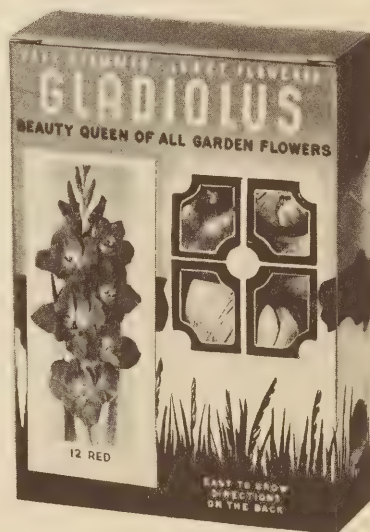
Price per Case (48 Cartons).....\$15.00

Price per Carton.....31¼¢

Suggested Selling Price.....49¢

Minimum Order: One Case.

Shipping Wt. per Case, Approx. 45 lbs.



## The GIANT PACKET

**DELIVERY: Year 'Round**

Giant seed packet type envelope, size 6" x 9", with beautiful Kodachrome reproduction of Gladiolus in full natural colors. Contains six large, blooming-size bulbs, in a true rainbow color mixture.

**Six (6) Bulbs, 1¼"-1½", per Packet, 100 Packets per Case**

Price per Case (100 Packets).....\$12.50

Price per Packet.....12½¢

Suggested Selling Price per Packet.....25¢

Minimum Order: One Case.

Shipping Wt. per Case, Approx. 25 lbs.



# DAHLIA TUBERS — *Select Northern-Grown Divisions*



Large, Showy Decorative Type, Old Favorite in the Garden

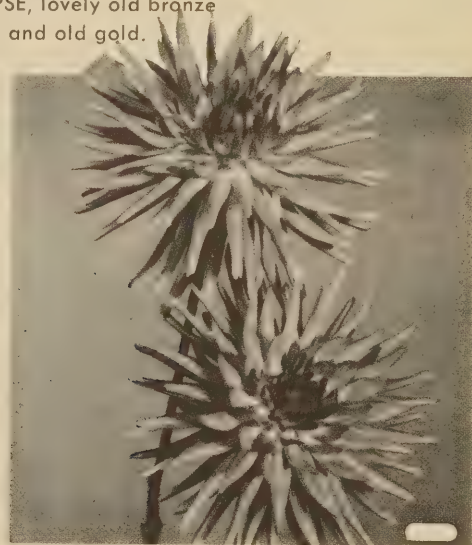
In Dahlia Tubers we offer a good balanced color selection in the three leading types—Decorative, Cactus and Pompons. These are choice Northern-grown divisions, in varieties specially selected for counter sales, generally most satisfactory for the home garden and for cut flowers.

## LARGE DECORATIVE VARIETIES

MRS. GEORGE W. LE BOUTILLIER, fine garden red  
 COMMANDO, French lilac  
 LE TORREADOR, one of the best reds  
 MRS. JAMES ALBIN, fine yellow cutflower  
 AVALON, excellent sulphur yellow  
 D-DAY, rose-pink, excellent for cut-flower  
 JERSEY'S WHITE BEAUTY, large white  
 GERTRUDE BRINTON, excellent garden red  
 MRS. I. DE VER WARNER, large lilac purple  
 GALLANT FOX, dark claret red  
 GOLDEN ECLIPSE, lovely old bronze  
 VICTORY, rose and old gold.

## CACTUS VARIETIES

REISEN'S WONDER, crimson purple to rose  
 LILAC WONDER, soft lilac, rich cut-flower  
 LADY IN RED, excellent red cut-flower  
 GENERAL EISENHOWER, best red  
 PRINCE CHARLES, bright lilac-rose  
 PATTON, pure orange  
 MICHIGAN WHITE, large white  
 PASTORALE, peach to rose



Cactus Type. Very Interesting Rolled Petals, Curved and Twisted in Some Varieties.



Pompons. Coming Back Strong in Popularity. Bloom freely and Provide Loads of Cut-Flowers.

## POMPON VARIETIES

MARY MUNNS, fuchsia lavender  
 MORNING MIST, lilac pink  
 ADELAIDE, rose edged pink  
 RED BABY, exhibition red  
 CARDINAL, excellent red  
 HONEY, brilliant yellow  
 EDITH MUELLER, gold, edged red  
 JOE FETTE, standard white  
 AMBER QUEEN, excellent amber bronze  
 LITTLE HERMAN, red and white  
 YELLOW GEM, cream yellow



# DAHLIA PRICES *F.O.B. Our Florida Warehouse*

A—No. 1 Northern-Grown Tubers	Per 100
LARGE DECORATIVE VARIETIES .....	\$17.50
CACTUS VARIETIES .....	22.50
POMPON VARIETIES .....	15.00

MINIMUM ORDER: 100 Tubers  
10 each or multiples of 10 per Variety.

*Prices "To Color" Only, F.O.B. Florida*

Per 100 Per 1000

COLORS: Red, White, Pink, Yellow, Bronze, and Lavender .....	\$15.00	\$125.00
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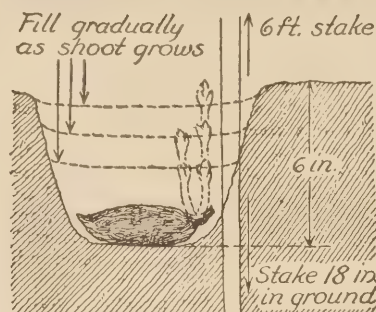
MINIMUM ORDER: 100 Tubers  
20 each or multiples of 20 per color; 500 or more tubers at the 1000 rate.

## FOR COUNTER SALES

See Our Standard Dahlia Assortments in Serv-ur-Self Display

Cases on Pages 6 and 7. Also see Dahlia Tubers in picture packages elsewhere this catalog.

## Dahlia Culture



Dahlias should be planted after frost danger when ground warms in the spring. They need good garden soil, well fertilized and containing plenty of humus. Plant tubers about three feet apart each way.

**PLANT TUBERS HORIZONTALLY** in the hole about six inches deep. Cover about 2 inches and fill in hole as the shoots grow. Put stake in the ground at time of planting to avoid disturbing roots later. For Southern gardens especially, keep mulch around the plants to keep roots cool.

**TO PRODUCE BEST BLOOMS** on large types, pinch out all buds except center one on every lateral branch.

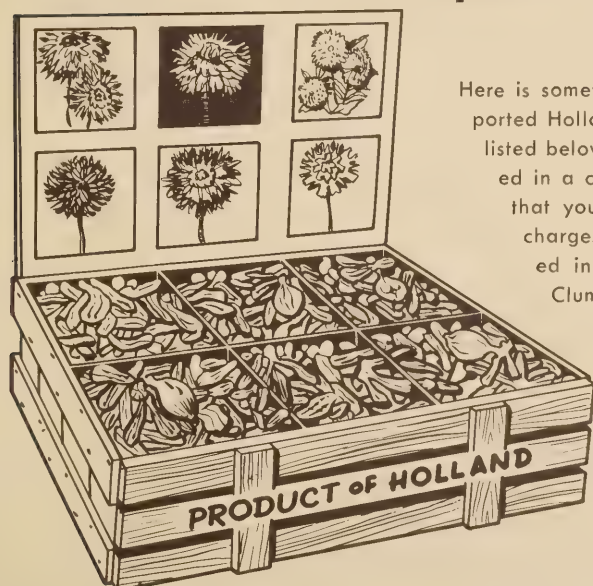
**DIG PLANTS AFTER FIRST FROST KILLS TOPS.** Cut tops off at once, dry tubers in sun then store in cool place where there is no danger of freezing.

## IMPORTED FROM HOLLAND

### Special Assortment of Dahlia Clumps

*In Convenient Display Case*

Here is something your customers will appreciate — a collection of 150 imported Holland Dahlia Clumps, 25 each of six outstanding color varieties as listed below. These are the complete pot-grown clumps, not divisions, packed in a crate with six compartments and identifying full-color pictures so that you have a complete display case when opened upon arrival. All charges, such as duty, packing, insurance, sea freight, etc., are included in our price to you. One case of 150 imported Holland Dahlia Clumps, 25 each of Six Varieties.



F.O.B. Cocoa, Florida .....\$30.00

Following are the color varieties included in our Standard Imported Holland Dahlia Assortment; full color pictures of all varieties in their natural colors included in the case:

AFTERGLOW (Dec.) orange red; BEETHOVEN (Dec.) lilac-purple; AN-IMATO (Cac.) carmine-rose; JAUNE SUPREME (Cac.) yellow; MRS. BOREEL (Pom.) black-red; SNO-BALL (Pom.) white.

Also available in Assortments of all Decorative, all Cactus and all Pompon varieties, six color varieties of each to the case.





Meade Strain Hybrid Amaryllis. Produces large, showy blooms in a wide range of colors.

# AMARYLLIS

*Giant Hybrid, Meade Strain, American*

**DELIVERY: October to March**

The American-grown Meade Strain of Amaryllis (*Hippeastrum*) makes gorgeous giant blooms in colors ranging from near white (with thin pencil striping) through various shades of pink to deepest reds and candy stripes. They are used extensively in the South for outdoor planting and they are popular bulbs in the North for indoor growing in pots. For indoor flowering, the bulbs should be potted in a mixture of fibrous loam, leafmold and sand, with liquid manure applied during the blooming period. They may be potted as soon as available, with the shoulder of the bulb protruding from the soil. If kept at a fairly even temperature of 65 degrees F. they will develop a good vigorous root system. When the weather warms and after blooming, the potted plant can be placed in the soil outdoors and taken in again in the fall for flowering indoors. In mild climates bulbs may be kept outdoors in the ground from season to season; elsewhere they must be lifted and stored in dry sand through the winter months.

## MIXED COLORS

Sizes (Diameter)	Prices FOB Florida Farm	
	Per 100	per 1000
3" and up.....	\$34.00	\$325.00
* 2 3/4" to 3".....	23.50	220.00
* 2 1/2" to 2 3/4".....	17.50	165.00
2 1/4" to 2 1/2".....	12.50	115.00
2" to 2 1/4".....	10.00	90.00

\*Most popular sizes for counter sales.  
Minimum order: 100; 250 priced at 1000 rate.

## STRAIGHT COLORS

Sizes 2 1/2" up	Prices FOB Florida Farm		
	Per 10	Per 100	Per 1000
Extra Dark Red.....	\$6.00	\$55.00	\$525.00
Light Red.....	5.50	50.00	450.00
Near White.....	5.50	50.00	450.00
Red & White Striped.....	5.50	50.00	450.00

Minimum order: 10 per color, or multiples of 10; 250 priced at 1000 rate.

## Imported Dutch Amaryllis

Widely publicized in the flower magazines and general publications, the new, improved Dutch Hybrid Amaryllis (*Hippeastrum*) are in good demand. For their mammoth, majestic blooms, up to 8" across, and superb color and form, they easily justify the premium prices which they command. The mammoth size bulbs which we import, measuring full 3 1/4"-3 1/2" in diameter, make several blooms to the stem and usually two stems per bulb. They make a truly sensational pot plant and the blooms are long lasting.

Available in named color varieties as listed below.

**Prices: F.O.B. our Florida Warehouse**

**DELIVERY: November to February**

Per 10 bulbs.....\$16.00

Less than 10, each..... 2.00

Suggested Retail, ea. \$3.00 to \$4.00

Varieties: Fire King (bright red); L'Innocence (pure white); Orange King (clear red); Pink Perfection (carmine-pink); Salmon Queen (Salmon); Striped Beauty (white, red striped); Sensation (dark red).



## TUBEROSE, Dwarf Double Pearl

The Dwarf Double Pearl Tuberose produces spikes of waxy white, double flowers, thickly set, and having a permeating sweet fragrance. They should be planted in rich soil after frost danger and given plenty of water during the growing season. They may be started indoors and set out when the weather warms.

**DELIVERY: November to May**

Sizes (Circumference)	Prices FOB Florida Farm	
	Per 250	Per 1000
4" and up.....	\$17.50	\$70.00
3" to 4".....	12.50	50.00

Minimum Order: 250, priced at 1000 rate.

AMARYLLIS, TUBEROSES, CALLAS AND EASTER LILIES are available in our Fast-Selling Picture Packages listed elsewhere in this catalog.

## CALLA AETHIOPICA (White)

Most widely known of the Calla family, Calla Aethiopica produces large, white, waxy blooms, as pictured, on stems up to 2½ feet. The leaves are a rich green, large and smooth, making a beautiful setting for the showy blooms. The white Calla is widely grown in pots for indoor blooms, also as a perennial outdoors in mild climates, and in the North for summer blooms in the garden. The bulbs can be potted as soon as available or stored and planted directly outdoors after frost danger. Callas like rich, moist soil.

**DELIVERY: August to December**

Sizes (diameter)	Prices F. O. B. Florida	
	Per 100	Per 1000
2" up .....	\$30.00	\$275.00
1¾" to 2" .....	24.00	215.00
1½" to 1¾" .....	17.00	155.00
1¼" to 1½" .....	10.00	95.00

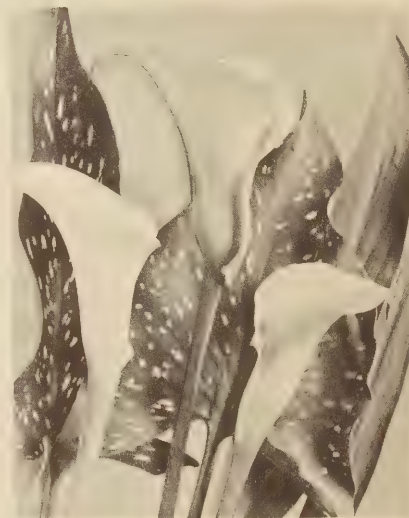


## CALLA REHMANNII SUPERBA (Pink)

The pink or rose Calla is a rather uncommon species. The flowers are small but unusual by reason of their color.

**DELIVERY: December to March**

Sizes (diameter)	Prices F. O. B. Florida	
	Per 100	Per 1000
2" up .....	\$24.00	\$215.00
1½" to 2" .....	17.00	150.00
1¼" to 1½" .....	13.00	120.00



## CALLA ELLIOTIANA (Yellow)

Calla Elliotiana produces deep golden yellow flowers in abundance, truly spectacular plants which should be grown extensively. The green foliage is spotted, adding to the beauty and interest of the plant. It makes a lovely house plant as well as garden subject. Culture is the same as other Callas listed above.

**DELIVERY: December to March**

Sizes (diameter)	Prices F. O. B. Florida	
	Per 100	Per 1000
2½" up .....	\$35.00	\$330.00
2" to 2½" .....	20.00	175.00
1¾" to 2" .....	15.00	135.00



## LILIUM LONGIFLORUM (Easter Lily)

This is the familiar large, white, trumpet-shaped Easter Lily as pictured. In the mild climates of the South they are planted extensively outdoors late in the summer or early fall. Elsewhere they can be grown indoors in pots—usually one bulb to a six inch pot—and kept in a cool, dark place until the root system has developed and top growth begins to appear; they can then be brought in to full light.

**DELIVERY: August to January**

Sizes (circumference)	Bulbs	Price	
	Per Case	Per Case	Per 100
9-10 inch .....	200	\$50.00	\$30.00
8-9 inch .....	250	50.00	25.00
7-9 inch .....	300	48.00	20.00
6-8 inch .....	400	45.00	14.00

MINIMUM ORDER: 100 BULBS; OR CASE LOT.





# Tuberous Rooted Begonias

## Double Camellia Type

Tuberous-Rooted Begonias are fast becoming one of the most popular of summer flowering garden subjects with amateur gardeners in all parts of the country. Their showy blooms in many colors last throughout the summer until frost. As cut flowers they provide spectacular bowl arrangements. They are ideal for pot culture, porch boxes or outdoor bedding. They can be started early in damp peat moss or vermiculite and transplanted to 4- or 5-inch pots as growth starts, or if ground is warm they can be transplanted directly to beds outdoors, in a shady location. Recommended soil preparation: use two parts of good soil and rotted manure, two parts leaf mold or peat moss, one part sand; 3 lbs. bone meal to the bushel of mixture. We stock the most popular type, Double Camellia, in all colors.

**DELIVERY:** January to April

Size (diameter)  
1 1/2" to 2" .....

Prices F. O. B. Cocoa, Florida	
Per 100	Per 1000
\$12.00	\$100.00

Colors: Red, Scarlet, Rose, Orange, Salmon, Yellow, White, Copper and Rainbow Mix.  
Minimum Order: 100 bulbs, 25 or multiples of 25 per color; 250 bulbs at the 1000 rate.

# Gloriosa Rothschildiana

## Orange-Scarlet Climbing Lily

Also known as the Glory Lily, the *Gloriosa Rothschildiana* tuber produces a climbing plant which grows rapidly four to six feet tall, requiring trellis support. From 10 to 30 blooms of brilliant scarlet and yellow develop from a single tuber. The plant thrives in southern gardens, but is also grown in the North in greenhouses, and outdoors in warm locations during summer months.

The tubers should be planted in a bed of rich soil. Lay the tuber on its side with the sprout end about two inches under the soil and the more slender end somewhat deeper. The plant will grow in full sun or semi-shade.

**DELIVERY:** Year Round

Size (length)  
5" to 6" .....  
6" to 7" .....

Per 10  
\$6.50  
9.00

Per 100  
\$60.00  
85.00



# LYCORIS, "Magic Lily of the Orient"

Lycoris is considered one of the rarest and most beautiful of bulbous flowers. The leaves appear early in the Spring, then die down and are followed in summer by large clusters of lily-like flowers, pleasantly perfumed. *L. Squamigera*, sometimes listed as *Amaryllis halli*, also called the Mystery Lily, has fragrant blossoms of lavender rose. This is the most hardy and best known. *L. Aurea*, Golden Spider Lily or Hurricane Lily, produces bright orange-yellow blossoms and is best adapted for outdoor growing in the lower South but can be grown elsewhere under glass or with winter protection. *L. Radiata*, Red Spider Lily or Guernsey Lily, well known in the Gulf Coast region, is often treated as a pot plant. It produces small bright red blossoms in clusters.

**DELIVERY:** September to January

Sizes (circumference)  
*L. Squamigera* (pink)  
6-7 inch .....  
5-6 inch .....  
*L. Aurea* (yellow)  
5-6 inch .....  
*L. Radiata* (red)  
4-5 inch .....

Prices F. O. B. Cocoa, Florida	
Per 100	Per 1000
\$15.00	\$125.00
12.00	100.00
18.00	150.00
7.50	60.00

# CANNAS

## *Large, Strong, 3-5 Eye Divisions*

The greatly improved varieties which produce not only rich, tropical-looking foliage, but large gorgeously colored flowers as well, are fast restoring Cannas to popularity. For ornamental bedding purposes, to make a beautiful display even from a distance, Cannas have no equal. They provide a colorful show from early summer until frost. They are easy to grow, but should have full sun. The roots may be planted directly outside after frost danger, or started early in pots and transplanted. Plant in well prepared soil, enriched with manure and bone meal; space 18 inches apart and plant four or five inches deep.

**DELIVERY: December to May**

Prices F.O.B. Oklahoma or Florida

	Per 100	Per 250	Per 1000
Large, Strong 3-5 Eye Divisions.....	\$6.75	\$15.00	\$60.00

MINIMUM ORDER: 100 Divisions, 25 or multiples of 25 per variety. One case (250 Divisions) shipped at the 1000 rate; in case lots you may order 50 or multiples of 50 per variety.

Approximate shipping weight, 100 to 120 lbs. per 1000.

### VARIETIES

**FIREBIRD** — Beautiful large, red flower. Green foliage. Dwarf.

**RED DAZZLER** — Large, dark red flower. Green foliage. Tall.

**RED KING HUMBERT** — Large, light red flower. Bronze foliage. Tall.

**CITY OF PORTLAND** — Large, beautiful pink flower. Green foliage. Medium.

**RICHARD WALLACE** — Large, solid yellow flower. Green foliage. Medium.

**YELLOW KING HUMBERT** — Large yellow flower, variegated with red spots. Green foliage. Medium.

Note: Sizes indicated in above descriptions pertain to height under average growing conditions: Dwarf = approximately two feet high; Medium = approximately three feet high; Tall = approximately four feet high.

*See Our Special Canna Assortment in  
Serv-ur-Self Display Case. Pages 6 and 7.*



## PAPERWHITE NARCISSUS

The Paperwhite is the most popular of the tender Polyanthus or Cluster Narcissus. Growing bulbs in water with a thin layer of gravel, stones or chips is a favorite way of flowering them; in mild climates they also flourish outdoors.

**DELIVERY: August to January**

Prices F.O.B. Cocoa, Florida			
SIZES	Quantity Per Case	Price Per Case	Price Per 100
16 cm up .....	750	\$40.00	\$6.50
15 to 16 cm.....	900	40.00	5.50
14 to 15 cm.....	1000	38.00	4.50
13 to 14 cm.....	1250	38.00	3.50

MINIMUM ORDER: 100 bulbs, or full case lots.



# PACKAGED ROSEBUSHES

*Two-Year Old Texas Field-Grown Bushes*



## OUR "BLUE RIBBON" ROSE PAK

*Processed and Packaged Expressly for Us in Blue Ribbon Bag with Full Color Label*

A heavy, select 2 year-old, field-grown rosebush — well balanced and well-branched, with good root system. This plant has a minimum of three heavy canes, pruned to length, 16" to 18" top, and dipped in a special wax formula. Roots are well wrapped with the best known water retaining materials in a water proof paper, then inserted in our attractive "Blue Ribbon" bag having wax liner, and labelled with a 3" x 5" full color picture identifying the color variety.

**DELIVERY:** October 15 to March 1

### PACKING

**25 Bushes per Case, Your Choice of the Following Packs:**

**"Blue Ribbon" Rose Assortment No. 10 — Bush Roses**

25 bushes, leading varieties only — 8 Red, 6 Pink, 4 Yellow, 4 Two-tone, 3 White. Prompt shipments from stock.

**"Blue Ribbon" Rose Assortment No. 15 — Climbing Roses**

25 bushes, assorted leading color varieties in climbers. Prompt shipments from stock.

**PRICE PER CASE (25 Bushes).....\$16.25 (65¢ per Bush)**

FULL TRANSPORTATION CHARGES ALLOWED on Motor Freight shipments of FOUR CASES (100 BUSHES) OR MORE, SHIPPED INTO THE FOLLOWING STATES ONLY: Shipped from Cocoa, Florida — Florida, Alabama, Georgia, North Carolina, South Carolina; shipped direct from Texas — Texas, Louisiana, Oklahoma, Arkansas, Mississippi.

\$1.00 PER CASE ALLOWANCE FOR TRANSPORTATION COST in all instances where full transportation cannot be allowed, for examples: less than four cases ordered, or shipped by Railway Express on request or because Motor Freight service is not available, or shipped to states other than those listed above.

### VARIETY LIST

Assortments will contain varieties of our selection from the following list, in color proportions listed above.

#### RED

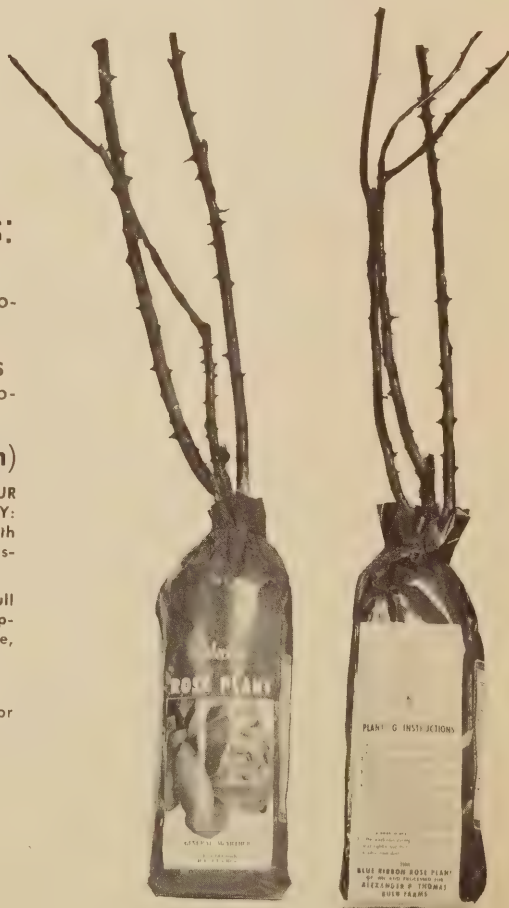
Ami Quinard  
Better Times  
Etoile de Hollande  
Poinsettia  
Red Radiance  
Rouge Mallerin  
**YELLOW**  
Golden Charm  
Luxembourg  
Sœur Therese

#### WHITE

Kaiserin A. Viktoria  
White American Beauty  
White Briarcliff  
**CLIMBERS**  
Blaze (Red)  
Caledonia (White)  
Paul's Scarlet (Red)  
Red American Beauty  
Red Radiance  
Talisman (two-tone)

#### PINK

Briarcliff  
Editor McFarland  
Pink Radiance  
The Doctor  
**TWO-TONE**  
Condesa de Sastago  
Countess Vandal  
Edith Nellie Perkins  
President Hoover  
Talisman



## ORDER FORM — Tear Out and Mail

**Alexander P. Thomas Bulb Farms ★ Box 187 ★ Cocoa, Florida**

# Premium Quality Flower Bulbs

Date \_\_\_\_\_

Ship to.....

Street Address.....

City or Town..... State.....

Nearest Express Office.....State.....

Ship Via: Parcel Post ☐; Express ☐; Truck ☐; Best and Cheapest ☐.

Ship On or About..... Check or M.O. enclosed \$.....

(Date)

(Remittance with order, deduct 3%)

Ship C.O.D. for Balance ☐; Charge ☐.

If new account and charge, give bank references:

[illegible]

TOTAL

PRICES quoted in this catalog are F.O.B. farm, warehouse, packing plant, or other distribution point as specified; all packing charges included in price as listed. Minimum orders are as stated on each item. Quotations on large quantities will be submitted upon request.

**TERMS**—to our regular customers and others with established credit rating, 2% 10 days, net 30 days. **A discount of 3% is allowed for cash with order.** If C. O. D. shipment is desired, 25% deposit must accompany order.

SHIPMENTS are made by Railway Express unless otherwise specified.

**ALL STOCKS TRAVEL AT RISK OF PURCHASER.** Stocks are carefully packed and we hold good order receipts from the carrier agent. If shipment arrives in poor condition, it should be accepted "in bad order" and claim should be brought against the carrier for damage.

We take pride in shipping only such stock as should perform to entire satisfaction. However, we give no warranty, expressed or implied, as to purity, description, quality, productiveness or any other matter of any bulbs, roots and tubers we send out, and we will not be in any way responsible for the crop. In no case will our liability exceed the amount of the purchase price. If the purchaser does not accept the goods on these terms they must be RETURNED WITHIN THREE DAYS AFTER RECEIPT. Prices are subject to change without notice. Orders are accepted subject to prior sale and cancellation in case of crop failure and other conditions beyond our control.

**ALEXANDER P. THOMAS BULB FARMS**





# TWO GREAT SELLING BULBS

## Now Available on DISPLAY CARDS

HANG THEM UP OR STAND THEM UP



CARDS  
ARE MOUNTED  
ON  
EASELS



*Gladiolus Bulbs*

*Fancy-Leaved Caladiums*

YOUR PRICE PER BAG, LESS THAN 16¢

**They Sell Themselves at 29¢ Per Bag**

Packing: Two (2) Display Cards per Case

Price Per Case (Two Displays, 96 pkgs) F.O.B. Cocoa, Fla., **\$15.00**

CONTENTS PER PACKAGE		
Gladiolus Bulbs		Caladium Bulbs
Six (6) Bulbs, "1-1 $\frac{1}{4}$ " Diameter, Per Pkg. Young, vigorous, large-bloom size bulbs; five named color varieties in red, yellow, pink, white, purple, and rainbow mix. Standard assortment only.		One (1) No. 1 Bulb Per Pkg. Large-plant size bulb. Seven most popular named varieties. Standard assortment only.
WHEN ORDERING, SPECIFY YOUR CHOICE OF OUR STANDARD CASES		
Case No. 1	(ONE GLADIOLUS BULB DISPLAY CARD & ONE CALADIUM BULB DISPLAY CARD)	SHIPPING WT. APPROX 24 LBS.
Case No. 2	(TWO -2- GLADIOLUS BULB DISPLAY CARDS)....	SHIPPING WT. APPROX. 28 LBS.
Case No. 3	(TWO -2- CALADIUM BULB DISPLAY CARDS)....	SHIPPING WT. APPROX. 20 LBS.

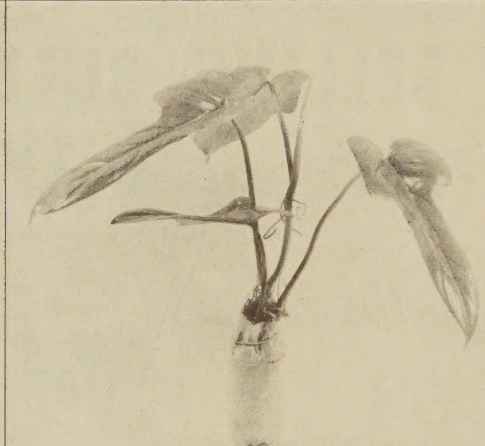
SHIPMENTS: December through May

Alexander P. Thomas Bulb Farms ★ Box 187 ★ Cocoa, Florida U.S.A.





PHILODENDRON



PANDURIFORME



ALUMINUM PLANT (Pilea)

PRICES F.O.B. FLORIDA

Year 'Round Shipments

**'BLUE RIBBON' FOLIAGE PLANTS**

**CASE NO. 1**

**PACKING:** 100 Pots or Pkgs. Per Case

YOUR PRICE PER CASE.....\$27.50  
YOUR COST PER POT OR PKG.....27½¢  
SUGGESTED SELLING PRICE, EA.....49¢ to 59¢  
GROSS WT. PER CASE.....35 to 40 lbs.

**CONTENTS:** Case of 100 will be packed Standard assortment as listed, or you can order solid cases (or any assortment you want) of the items listed.

**CASE NO. 2**

**PACKING:** 50 Pots or Pkgs. Per Case

YOUR PRICE PER CASE.....\$14.00  
YOUR COST PER POT OR PKG.....28¢  
SUGGESTED SELLING PRICE, EA.....49¢ to 59¢  
GROSS WT. PER CASE.....Approx. 20 lbs.

**CONTENTS:** Case of 50 will be packed Standard Assortment, proportionately same as listed, or you can order solid cases (or any assortment you want) of the items listed.

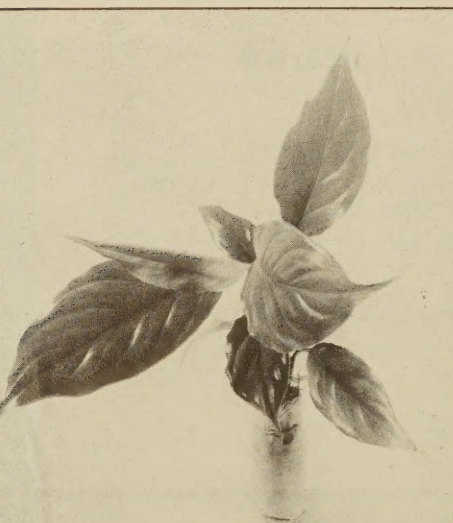
**"Blue Ribbon" FOLIAGE PLANTS**

SHIPPED DIRECT TO YOU FROM GREENHOUSES

Well rooted, select, top quality plants, direct from Florida's famous green plant center. Plants are potted or wrapped to order, fresh from the benches, and are well established before shipment. Available in our standard assortment cases as listed, or packed to your own selection. Prices quoted on request: potted or wrapped plants in large quantities; rooted cuttings; leaf and eyes; and eyes.

STANDARD CASE CONTENTS	
NO. OF POTS OR PKGS.	VARIETY AND DESCRIPTION
30	PHILODENDRON.....Three (3) Select Plants in 2½" Clay Pots
15	NEPHTHYTIS, Green Gold.....Three (3) Select Plants in 2½" Clay Pots
15	ALUMINUM PLANT, (Pilea).....Two (2) Select Plants in 2½" Clay Pots
15	CHINESE EVERGREEN.....One Select Plant Wrapped in Spaghnum Moss and Wax Paper
10	SANSEVIERIA LAURENTII.....Two (2) Select Plants in Spaghnum Moss and Wax Paper
15	PANDURIFORME.....One (1) Select Plant in Spaghnum Moss and Wax Paper.
100 Total Pots and Packages	

**Alexander P. Thomas Bulb Farms ★ Box 187 ★ Cocoa, Florida U.S.A.**



CHINESE EVERGREEN



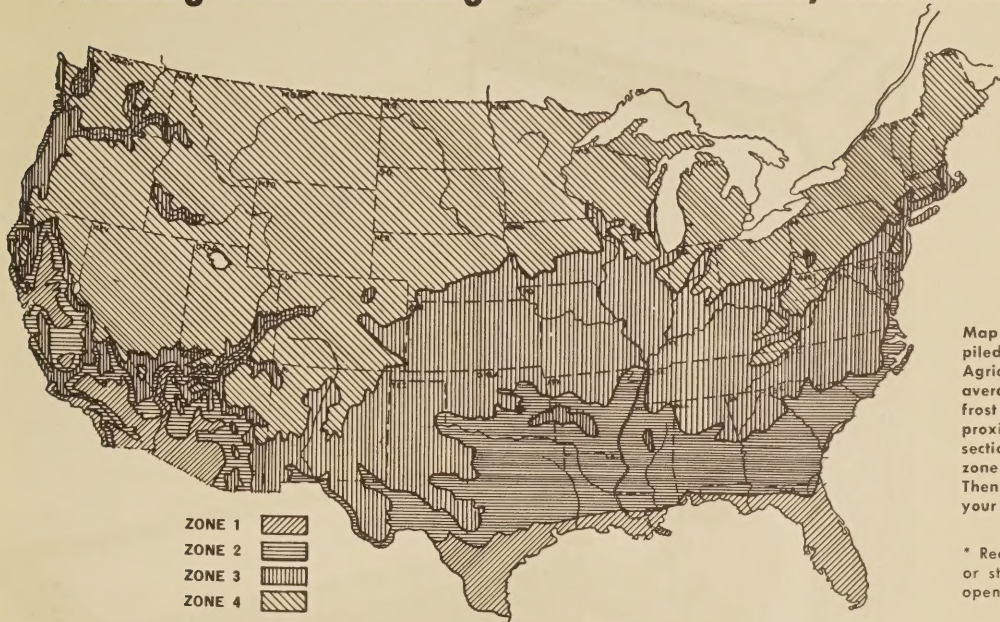
NEPHTHYTIS, Green Gold



SANSEVIERIA LAURENTII



# Planting and Blooming Guide for Bulbs, Roots and Tubers



Map shows seasonal zones compiled from the U. S. Department of Agriculture records, based on the average date of the last killing frost in spring. To determine approximate planting dates for your section, first find on the map the zone in which you are located. Then note dates in column under your zone number.

\* Recommend for indoor pot plants or start indoors and transplant in open after frost danger.

	SHIPPING DATES	PLANTING TIME				BLOOMING TIME	CULTURE
		ZONE 1	ZONE 2	ZONE 3	ZONE 4		
<b>AMARYLLIS</b>	Oct.-Mar.	Oct.-Apr.	*Oct.-Apr.	*Oct.-Apr.	*Oct.-Apr.	Feb.-May	Plant in pots for indoor blooms, or outdoors in mild climate. Liquid fertilizer promotes more luxurious blooms.
<b>BEGONIAS, TUBEROUS-ROOTED</b>	Jan.-Apr.	*Jan.-May	*Jan.-May	*Jan.-May	*Jan.-May	June until frost	Grow in partial shade. Start early in pots or flats and set out after frost danger.
<b>CALADIUM, FANCY-LEAVED</b>	Dec.-June	*Jan.-June	*Jan.-June	*Jan.-June	*Jan.-June	Mar. until frost	For pots, window boxes or outdoor borders. Start indoors and transplant, or plant directly outdoors when weather is definitely warm. Rich, moist soil and partial shade preferred.
<b>CALLA, PINK</b>	Nov.-Mar.	Nov.-Apr.	*Nov.-Apr.	*Nov.-Apr.	*Nov.-Apr.	Apr.-June	Thrive in moist, rich soil. Pot for indoor blooms, or outdoors after frost danger.
<b>CALLA, WHITE</b>	Sept.-Dec.	Sept.-Jan.	*Sept.-Jan.	*Sept.-Jan.	*Sept.-Jan.	Mar.-June	Same as pink and yellow Callas.
<b>CALLA, YELLOW</b>	Nov.-Mar.	Nov.-Apr.	*Nov.-Apr.	*Nov.-Apr.	*Nov.-Apr.	Mar.-June	Same as pink and yellow Callas.
<b>CANNAS</b>	Nov.-Apr.	Jan.-Mar.	Feb.-Apr.	Mar.-May	Apr.-May	June until frost	Excellent for bedding or borders. Rich soil desirable. Start indoors and transplant, or plant directly outdoors after frost danger.
<b>DAHLIAS</b>	Dec.-Apr.	Jan.-Apr.	Feb.-Apr.	Mar.-May	Apr.-May	June-Oct.	Require plenty of sun, air and room; rather light, rich soil.
<b>GLADIOLUS</b>	Year 'round	Sept.-May	Jan.-May	Mar.-June	Apr.-July	8-12 Weeks	Plant in good garden soil after freeze danger, and successively every 10 days for continuous blooms. Full sun desirable.
<b>GLORIOSA, CLIMBING LILY</b>	Dec.-May	Jan.-Apr.	Feb.-Apr.	Mar.-May	Apr.-May	May-Oct.	Needs sunny location and place to climb.
<b>HYACINTHS</b>	Sept.-Dec.	Oct.-Dec.	Oct.-Dec.	Oct.-Dec.	Oct.-Dec.	Feb.-Mar.	Favorite for potting or growing in the garden.
<b>IRIS, DUTCH</b>	Oct.-Jan.	Oct.-Jan.	Oct.-Jan.	Oct.-Jan.	Oct.-Jan.	Mar.-Apr.	Plant in protected spot, in mixed border or rock garden. Or plant in a frame for cut flowers.
<b>LILY, EASTER</b>	Aug.-Dec.	Aug.-Dec.	Aug.-Dec.	Aug.-Dec.	Aug.-Dec.	Jan.-May	For outdoors in mild climate or indoors in pots.
<b>LYCORIS, AUREA</b>	Sept.-Jan.	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Oct.	Well adapted for Southern gardens, but survives elsewhere with winter protection.
<b>LYCORIS, RIATA</b>	Sept.-Jan.	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Oct.	Perfectly hardy. Often used as pot plants.
<b>LYCORIS, SQUAMIGERA</b>	Sept.-Jan.	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Mar.	Sept.-Oct.	Sometimes listed as Amaryllis Halli. Perfectly hardy. Foliage appears in spring, matures and dies, followed by flower spike in summer producing clusters of fragrant blossoms in the fall.
<b>NARCISSUS, PAPER-WHITE</b>	Aug.-Dec.	*Sept.-Jan.	*Sept.-Jan.	*Sept.-Jan.	*Sept.-Jan.	6-9 Weeks	A favorite for indoor growing in gravel, stones or chips, with water. Flourishes outdoors in mild climate.
<b>NARCISSUS, DAFFODIL</b>	Sept.-Dec.	Nov.-Dec.	Oct.-Dec.	Oct.-Nov.	Oct.-Nov.	Mar.-Apr.	Most effective when grown in groups or clumps of same variety. Plant in well drained soil.
<b>TUBEROSES</b>	Nov.-Mar.	Jan.-Mar.	Feb.-Apr.	Mar.-Apr.	Apr.-May	10-12 Weeks	Plant in pots or outdoors after frost.
<b>TULIPS</b>	Sept.-Dec.	Nov.-Dec.	Oct.-Dec.	Oct.-Nov.	Oct.-Nov.	Mar.-May	Plant in good garden soil. Late planting recommended for Southern gardens.



# Colorful Picture Packages Sell Bulbs

## DELUXE PAK Gladiolus Package

Most Beautiful and Fastest Selling  
Gladiolus Bulb Package on the  
Market. See Page 3.



## "Blue Ribbon" Package

PROVIDES PROFIT OPPORTUNITIES  
ALL SEASONS OF THE YEAR

The Best of All Spring and Fall Planted  
Flower Bulbs Are Packed in This Attractive  
Carton, Each Item With Its Own Beautiful  
Full-Color Label. See Page 14.



### SEE INSIDE PAGES

For Other Fast-Selling  
Picture Packages of  
Bulbs.

**ALEXANDER P. THOMAS BULB FARMS**

GROWERS • IMPORTERS • EXPORTERS

P. O. BOX 187

COCOA, FLORIDA, U. S. A.